

YORK COUNTY JOB DESCRIPTION

JOB TITLE: BUSINESS DEVELOPMENT REPRESENTATIVE ECONOMIC DEVELOPMENT

GENERAL STATEMENT OF JOB

Responsible for performing professional marketing, research, analytical, public relations, and special events work. Coordinates much of the prospect decision support system work of the IDA with that of County departments, Regional organizations, and State agencies. Develops and administers a business retention program for York County. In the absence of the Executive Director, assumes limited responsibility and authority for the operations of the office. Work is performed under general supervision.

ESSENTIAL JOB FUNCTIONS

Develops and administers a comprehensive existing business assistance and retention program. Components of this program will include establishing a call program on existing industries, developing a business resource guide and a business directory. Additional responsibilities include evaluating existing and new local and State legislation's impact on local businesses and developing IDA programs to meet local business needs.

Develops or collaborates with others in developing varying levels of studies, projects, analyses, plans strategies, policies, and recommendations concerning matters involved with the IDA.

Gathers, selects, compiles, analyzes, maintains files, and updates data pertaining to characteristics or existing conditions in the County, region, and State. This includes but is not limited to: education, culture, recreation, housing, cost-of-living, business climate, taxes, available industrial/commercial properties, population, demographics, transportation, utilities, regulator process, supply chain, workforce availability and preparedness, construction costs, and miscellaneous resources.

Provides background information for and/or prepares marketing materials, public access documents, public speeches by officials, and other reports, to include supporting graphic display materials.

Presents information, reports, findings, recommendations, etc. to the IDA Executive Director and to appropriate groups as necessary, including IDA, County departments, the Board of Supervisors, external agencies and organizations, and citizens forums.

Has working knowledge of local, regional, and State business assistance programs, resources, and agencies. Recommends use of and/or makes referrals to such resources as appropriate.

Responds to citizen, existing or prospective business, commercial broker, and consultant requests for information or project assistance. Interfaces upon request between businesses and appropriate County department that will be responsible for responding to the business' need.

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Attends meetings, work sessions, seminars, and conferences as necessary, some of which are held before or after normal working hours or require travel or overnight stay.

Provides technical or staff support to various IDA, County, or external initiatives as requested by the Executive Director.

Monitors regulatory review of cases of interest to Economic Development, as designated by the Executive Director. Participates in selected meetings for expedited review cases and follow-up meetings as necessary for problem resolution.

Key role in planning, organizing, and implementing a variety of special events or exhibits, including but not limited to: business announcements/groundbreakings, industrial and office park groundbreakings, existing business appreciation functions, trade show booths, promotional tours for Regional and State marketing managers and commercial brokers, event hospitality functions, and business prospect visits.

Participates in formulating Economic Development goals, objectives, strategies and budget requests.

Supervises interns through project-specific assignments.

Performs other related work as required.

EDUCATION AND EXPERIENCE

Bachelor's degree in economic development, marketing, economics, planning, public administration, business social sciences, or related area, as well as some experience in economic development or related field; or any equivalent combination of education and experience providing the requisite knowledge, skills, and abilities.

SPECIAL REQUIREMENTS

Possession of a valid driver's license issued by the Commonwealth of Virginia. Requires working irregular hours, including occasional early morning and evening activities, and limited travel to some events that are out of local area and may require overnight stay.

PHYSICAL AND MENTAL STANDARDS REQUIRED TO PERFORM ESSENTIAL JOB FUNCTIONS

Physical Requirements: Must be physically able to operate a variety of automated office machines including a computer, printer, print machine, copier, typewriter, etc. Sedentary work involves sitting most of the time, but may involve walking or standing for periods of time.

Data Conception: Requires the ability to compare and/or judge the readily observable, functional, structural, or compositional characteristics (whether similar to or divergent from obvious standards) of data, people or things.

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Interpersonal Communication: Requires the ability of speaking and/or signaling people to convey or exchange information. Includes receiving instructions, assignments and/or directions from supervisors.

Language Ability: Requires the ability to read a variety of maps, site plans, correspondence, grants, etc. Requires the ability to prepare or interpret maps, permits, site plans, grant proposals, and other required reports and records, using proper formats and conforming to all rules of punctuation, grammar, and style.

Intelligence: Requires the ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret an extensive variety of technical instructions in mathematical or diagrammatic form; to deal with several abstract and concrete variables.

Verbal Aptitude: Requires the ability to record and deliver information, to explain procedures, to follow oral and written instructions. Must be able to communicate effectively.

Numerical Aptitude: Requires the ability to utilize mathematical formulas; to add and subtract totals; to multiply and divide; to determine percentages and decimals; and determine time and weight. Must be able to use practical applications of fractions, percentages, and ratio and proportion, statistical inference and statistical theory.

Form/Spatial Aptitude: Requires the ability to inspect items for proper length, width and shape.

Motor Coordination: Requires the ability to coordinate hands and eyes rapidly and accurately in using automated office equipment.

Manual Dexterity: Requires the ability to handle a variety of items, office equipment, control knobs, switches, etc. Must have minimal levels of eye/hand/foot coordination.

Interpersonal Temperament: Requires the ability to deal with people beyond giving and receiving instructions. Must be adaptable to perform under moderate to high levels of stress and when confronted with persons acting under stress.

Physical Communication: Requires the ability to talk and/or hear: (talking: expressing or exchanging ideas by means of spoken words; hearing - perceiving nature of sounds by ear).

Prepared by: _____

Date: _____

Approved by: _____

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